

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Merriman et al.	Art Unit :	3688
Serial No. :	10/798,444	Examiner :	Michael H. Goldman
Filed :	March 12, 2004	Conf. No. :	5265
Title :	METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JUNE 9, 2008

Please amend the above-identified application as follows:

Amendments to the claims begin on page 2.

Remarks begin on page 5 of this paper.

CERTIFICATE OF MAILING BY EFS-WEB FILING

I hereby certify that this paper was filed with the Patent and Trademark Office using the EFS-WEB system on this date: November 11, 2008